

## OERu Learners Animation

### Draft voiceover 2.0

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### New Learners

Visual Story	Voiceover
<b>1.0 What?</b>  OERu logo appears.  Show laptop screen with single academic cap becoming multiples.	<i>"OERu provides world-class education to everyone – no matter where they live, or their background."</i>
<b>1.1</b>	<i>OERu provides free online courses and affordable ways to gain academic credits towards qualifications from recognised institutions.</i>
<b>2.0 Why?</b>  Show range of course titles in tag cloud <a href="http://oeru.org/courses">http://oeru.org/courses</a>  Show 3 different learning scenarios phone on bus / kitchen table / couch	<i>New to university? Study online for free from anywhere in the world.</i>  <i>Choose from a range of high-quality, complete courses, and only pay for assessment if, and when you're ready for it.</i>
<b>3.0 How does it work?</b> <a href="http://oeru.org/how-it-works/">http://oeru.org/how-it-works/</a>  Show laptop + internet connection accessing OERu 'hub'	<i>OERu courses are designed with you in mind, with flexible ways to study. All our courses are taught online for web and mobile delivery.</i>
<b>3.1 Open resources</b>  Show money evaporating Show textbooks disappearing Show globe with pop out laptop icons interconnecting	<i>Content is based on free open source resources, which means you won't need to buy textbooks.</i>
<b>3.2 Steps</b>  Show steps 1. Study. 2. Gain credits through assessment 3. Qualification	<i>Subjects are designed for independent study, and you get peer-support from the OERu learning community.</i>  <i>1. Find an OERu course that interests you</i>

[http://wikieducator.org/OERu/Planning/OERu\\_marketing\\_communications\\_and\\_partner\\_engagement/1st\\_set\\_of\\_animatics](http://wikieducator.org/OERu/Planning/OERu_marketing_communications_and_partner_engagement/1st_set_of_animatics)

	<ol style="list-style-type: none"> <li>2. <i>Register as a student</i></li> <li>3. <i>Study independently or with a tutor</i></li> <li>4. <i>Indicate if, and when you're ready for assessment</i></li> <li>5. <i>Gain credits from the OERu Partner organisation</i></li> </ol>
<b>4.0 Gain credits</b>  Show academic cap and framed certification resolving to OERu logo. Can we show 20% of cost of traditional pathway to full degree?	<i>If you are working towards a formal qualification, then OERu courses can help you get there!</i>
<b>5.0 End plate - Logos, URL, CC BY-SA</b>  Funding statement?	<i>Visit <a href="http://oeru.org">oeru.org</a> and sign-up for a course today!</i>

Test timing - 68 seconds